

## AMENDMENT TO THE CLAIMS

1. (Previously presented) A method, comprising:
  - receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;
  - selecting, for the customer and after the receiving, one of the plurality of products of the product category;
  - providing, to the customer, an indication of the selected product; and
  - providing a benefit to the customer.
- 2-5. (Cancelled)
6. (Previously presented) The method of claim 1, wherein said selecting is completed by at least one of the following:
  - a customer device;
  - a retailer;
  - a retailer device;
  - a seller;
  - a seller device; or
  - a controller.
7. (Original) The method of claim 1, further comprising:
  - providing an indication of said benefit.
8. (Previously presented) The method of claim 7, wherein said indication of said benefit is provided to at least one of the following:
  - the customer;
  - a customer device;
  - a retailer;

- a retailer device;
  - a seller;
  - a seller device; or
  - a controller.
9. (Previously presented) The method of claim 7, wherein said indication of said benefit is provided by at least one of the following:
- the customer;
  - a customer device;
  - a retailer;
  - a retailer device;
  - a seller;
  - a seller device; or
  - a controller.
10. (Previously presented) The method of claim 1, further comprising:
- receiving an indication of a purchase of the selected product.
11. (Previously presented) The method of claim 10, wherein said indication of a purchase is received from at least one of the following:
- the customer;
  - a customer device;
  - a retailer;
  - a retailer device;
  - a seller;
  - a seller device; or
  - a controller.
12. (Previously presented) The method of claim 10, wherein said indication of a purchase is received by at least one of the following:
- the customer;

- a customer device;
  - a retailer;
  - a retailer device;
  - a seller;
  - a seller device; or
  - a controller.
13. (Previously Presented) The method of claim 1, further comprising at least one of the following:
- receiving a customer identifier;
  - determining a customer identifier; and
  - determining a payment identifier.
14. (Original) The method of claim 1, further comprising:
- receiving a payment identifier.
15. (Original) The method of claim 14, wherein said payment identifier is a customer identifier.
16. (Previously presented) The method of claim 1, further comprising:
- imposing a penalty if said selected product is not purchased.
17. (Original) The method of claim 1, further comprising:
- receiving an indication of a retailer category, said retailer category including at least two retailers.
18. (Original) The method of claim 17, further comprising:
- selecting one of said at least two retailers; and
  - providing an indication of said selected one of said at least two retailers.
19. (Previously presented) The method of claim 18, further comprising:

determining if said selected product has been purchased at said selected one of said at least two retailers.

20. (Previously presented) The method of claim 19, wherein the benefit is defined, at least in part, based upon whether the selected product has been purchased at said selected one of said at least two retailers.

21. (Previously presented) The method of claim 1, wherein the providing of the benefit is based on a purchase of said selected product.

22. (Previously presented) The method of claim 1, further comprising:  
providing an indication of a penalty if said selected product is not purchased.

23. (Previously presented) The method of claim 1, further comprising:  
arranging for a penalty to be imposed if said selected product is not purchased.

24. (Cancelled)

25. (Previously presented) The method of claim 1, further comprising:  
providing an indication of a price for said selected product.

26. (Previously presented) The method of claim 1, further comprising:  
determining a price for said selected product.

27. (Previously presented) The method of claim 1, further comprising:  
determining a condition of purchase for said selected product.

28. (Previously presented) The method of claim 27, further comprising:  
providing an indication of said condition of purchase of said selected product.

29. (Previously presented) A method, comprising:

receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

selecting, for the customer and after the receiving, one of the plurality of services of the service category;

providing, to the customer, an indication of the selected service; and

providing a benefit to the customer.

30-33. (Cancelled)

34. (Previously presented) The method of claim 29, wherein said selecting is completed by at least one of the following:

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

35. (Previously presented) The method of claim 29, wherein said benefit is provided to at least one of the following:

the customer;

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

36. (Previously presented) The method of claim 29, wherein said benefit is provided by at least one of the following:

- the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

37. (Cancelled)

38. (Previously presented) A method, comprising:

- receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

- selecting, for the customer and after the receiving, one of the plurality of services of the service category;

- providing, to the customer, an indication of said selected service;
- determining if said selected service has been purchased; and
- providing a benefit to the customer.

39. (Previously presented) A method, comprising:

- receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

- selecting, for the customer and after the receiving, one of the plurality of products of the product category;

- providing, to the customer, an indication of the selected product;

determining if said selected product has been purchased; and  
providing a benefit to the customer.

40. (Cancelled)

41. (Previously presented) A method, comprising:

receiving, from a customer, an indication of an amount that the customer is  
willing to pay for only one of a plurality of services of a service category, wherein the  
service category is selected by the customer such that the selection is not indicative of a  
customer preference among the plurality of services of the service category;

selecting, for the customer and after the receiving, one of the plurality of services  
of the service category;

providing, to the customer, an indication of said selected service;

determining that said selected service has been purchased; and

providing, based on the determination that the selected service has been  
purchased, a benefit to the customer.

42-55. (Cancelled)

56. (Previously presented) A method, comprising:

receiving, from a customer, an indication of an amount that the customer is  
willing to pay for only one of a plurality of products of a product category, wherein the  
product category is selected by the customer such that the selection is not indicative of a  
customer preference among the plurality of products of the product category;

selecting, for the customer and after the receiving, one of the plurality of products  
of the product category;

providing, to the customer, an indication of said selected product;

determining if said selected product has been purchased; and

providing, based on the determination that the selected product has been  
purchased, a benefit to the customer.

57. (Previously Presented) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of services;

receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;

selecting, for the customer by the third party via a computing device, one of the plurality of services;

providing an indication of said one selected service; and

arranging to provide a benefit based on a purchase of said one selected service.

58-60. (Cancelled)

61. (Previously Presented) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of products;

receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

selecting, for the customer by the third party via a computing device, one of the plurality of products;

providing an indication of said one selected product; and

providing a benefit based on a purchase of said one selected product.

62. (Cancelled)

63. (Previously presented) A method, comprising:

receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

receiving, from the customer, a binding agreement to purchase any one of the plurality of services of the service category that is selected by a third party;  
selecting, for the customer, one of the plurality of services of the service category;  
providing, to the customer, an indication of said selected service; and  
providing a benefit to the customer.

64-68. (Cancelled)

69. (Previously presented) A system, comprising:

a memory;  
a communication port; and  
a processor connected to said memory and said communication port, said processor being operative to:  
receive, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;  
select, for the customer and after the receiving, one of the plurality of products of the product category;  
provide, to the customer, an indication of said selected product; and  
arrange for a benefit to be provided to the customer.

70. (Previously presented) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;  
computer readable means for choosing, for the customer and after the receiving, one of the plurality of products of the product category;

computer readable means for generating an indication of said selected product;  
and

computer readable means for arranging for at least one benefit to be provided to the customer.

71. (Previously presented) An apparatus, comprising:

means for receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

means for choosing, for the customer and after the receiving, one of the plurality of products of the product category;

means for generating an indication of said selected product; and

means for arranging for at least one benefit to be provided to the customer.

72. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

select, for the customer and after the receiving, one of the plurality of products of the product category;

provide, to the customer, an indication of said selected product; and

arrange for a benefit to be provided to the customer.

73. (Previously presented) A system, comprising:

a memory;

a communication port; and  
a processor connected to said memory and said communication port, said processor being operative to:  
receive, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;  
select, for the customer and after the receiving, one of the plurality of services of the service category;  
provide, to the customer, an indication of said selected service; and  
provide a benefit to the customer.

74. (Previously presented) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

computer readable means for choosing, for the customer and after the receiving, one of the plurality of services of the service category;

computer readable means for generating an indication of said selected service;  
and

computer readable means for providing, to the customer, an indication of at least one benefit.

75. (Previously presented) An apparatus, comprising:

means for receiving, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not

indicative of a customer preference among the plurality of services of the service category;

means for choosing, for the customer and after the receiving, one of the plurality of services of the service category;

means for transmitting, to the customer, an indication of said selected service; and

means for transmitting, to the customer, an indication of a benefit.

76. (Previously presented) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of an amount that the customer is willing to pay for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

select, for the customer and after the receiving, one of the plurality of services of the service category;

provide, to the customer, an indication of said selected service; and

provide a benefit to the customer.

77. (Previously Presented) A system for selling a product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a willingness to purchase one of a plurality of products;

receive, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

select, for the customer by the third party, one of the plurality of products;

provide an indication of said one selected product;

determine if said one selected product has been purchased; and  
arrange for a benefit to be provided based on a purchase of said at least one selected product.

78. (Previously Presented) A computer readable medium, the computer readable medium storing a computer program comprising:

- computer readable means for receiving, from a customer, an indication of a willingness to purchase one of a plurality of products;
- computer readable means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;
- computer readable means for choosing, for the customer by the third party, one of the plurality of products;
- computer readable means for transmitting an indication of said selected product;
- computer readable means for determining if said selected product has been purchased; and
- computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected product.

79. (Previously Presented) An apparatus for selling a product, comprising:

- means for receiving, from a customer, an indication of a willingness to purchase one of a plurality of products;
- means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;
- means for choosing, for the customer by the third party, one of the plurality of products;
- means for transmitting an indication of said selected product;
- means for determining if said selected product has been purchased; and
- means for arranging for at least one benefit to be provided based on a purchase of said selected product.

80. (Previously Presented) An article of manufacture, comprising:
- a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:
    - receive, from a customer, an indication of a willingness to purchase one of a plurality of products;
    - receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;
    - select, for the customer by the third party, one of the plurality of products;
    - provide an indication of said selected product;
    - determine if said at least one selected product has been purchased; and
    - arrange for a benefit to be provided based on a purchase of said selected product.

81-96. (Cancelled)

97. (Previously presented) The method of claim 1, wherein the indication of the price that the customer is willing to pay for only one of the plurality of products of the product category comprises an agreement that is a binding commitment to purchase the product that is selected for the customer.

98. (Cancelled)

99. (Previously presented) A method, comprising:
- receiving, from a customer, an indication of a selection of two products from a plurality of products of a product category;
  - receiving, from the customer, an indication of an amount that the customer is willing to pay for an unspecified one of the two products from the plurality of products of the product category;
  - selecting, for the customer and after the receiving of the indication of the selection of the two products and after the receiving of the indication of the amount that the

customer is willing to pay, one of the two products from the plurality of products of the product category;

providing, to the customer, an indication of the selected product; and

arranging for a benefit to be provided to the customer based on a purchase of the selected product.

100. (Previously Presented) A method, comprising:

receiving, from a customer, an indication of a selection of two services from a plurality of services of a service category;

receiving, from the customer, an indication of an amount that the customer is willing to pay for an unspecified one of the two services from the plurality of services of the product category;

selecting, for the customer and after the receiving of the indication of the selection of the two services and after the receiving of the indication of the amount that the customer is willing to pay, one of the two services from the plurality of services of the service category;

providing, to the customer, an indication of the selected service; and

arranging for a benefit to be provided to the customer based on a purchase of the selected service.

101. (Previously presented) A method, comprising:

receiving, from a customer, an indication of a selection of two products from a plurality of products of a product category;

receiving, from the customer, an indication of an amount that the customer is willing to pay for any one of the two products from the plurality of products of the product category, the indication including a binding agreement to purchase an unspecified one of the two products that is selected by a controller;

after receiving the indication of the amount that the customer is willing to pay for any one of the two products, selecting, for the customer and by the controller, one of two products from the plurality of products of the product category;

providing, to the customer, an indication of the selected product; and

providing a benefit to the customer.

102-103. (Cancelled)

104. (Previously Presented) A method for enabling a purchase of a hotel room, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of hotel rooms, the indication including a binding agreement to purchase at least one selected hotel room from the plurality of hotel rooms;

after receiving the indication, selecting, for the customer via a computing device, one of the plurality of hotel rooms;

providing an indication of the selected hotel room; and

providing a benefit.

105. (Previously Presented) A method for enabling a purchase of airfare, comprising:

receiving, from a customer, an indication of a willingness to purchase of a plurality of tickets, the indication including a binding agreement to purchase one selected ticket from the plurality of tickets;

after receiving the indication, selecting, for the customer via a computing device, one of the plurality of tickets;

providing an indication of the selected ticket; and

providing a benefit.

106. (Previously Presented) A method for enabling a car rental, comprising:

receiving, from a customer, an indication of a willingness to rent one of a plurality of cars, the indication including a binding agreement to rent one selected car from the plurality of cars;

after receiving the indication, selecting, for the customer via a computing device, one of the plurality of cars;

providing an indication of the selected car; and

providing a benefit.

107. (Previously Presented) A method for enabling a purchase of travel services, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of travel services, the indication including a binding agreement to purchase one selected travel service from the plurality of travel services;

after receiving the indication, selecting, for the customer via a computing device, one of the plurality of travel services;

providing an indication of the selected travel service; and

providing a benefit.

108. (Previously presented) A method, comprising:

determining a first product and a second product;

determining that a customer is willing to allow a computing device to select only one of the first product and the second product for the customer to purchase; and

after determining that the customer is willing to allow the computing device to select only one of the first product and the second product for the customer to purchase:

selecting, by the computing device, the first product for the customer to purchase;

providing an indication to the customer of the selected first product;

determining that the customer purchased the selected first product; and

providing a benefit to the customer.

109. (Previously presented) A method, comprising:

receiving, from a customer, an indication of a selection of two services from a plurality of services of a service category;

receiving, from the customer, an indication of an amount that the customer is willing to pay for any one of the two services from the plurality of services of the service category, the indication including a binding agreement to purchase, an unspecified one of the two services that is selected by a computing device;

after receiving the indication of the amount that the customer is willing to pay for any one of the two services, selecting, by the computing device, one of the two services from the plurality of services of the service category;

providing an indication to the customer of the selected service; and

arranging for a benefit to be provided to the customer.

110. (Previously Presented) A method comprising:

receiving from a customer an indication of a set of at least two products, from which set the customer is willing to purchase one product but is not willing to purchase all of the products;

determining that the customer agrees to allow a computing device, instead of the customer, to select the at least one product from the set for the customer to purchase;

providing the benefit to the customer; and

after determining that the customer agrees to allow the computing device to select, and after receiving the indication of the set from which the customer is willing to purchase one but not all of the products:

selecting, by the computing device, one but not all of the products of the set for the customer to purchase.

111. (Previously presented) A method comprising:

determining a first service and a second service;

determining that a customer is willing to allow a computing device to select only one of the first service and the second service for the customer to purchase; and

after determining that the customer is willing to allow the computing device to select only one of the first service and the second service for the customer to purchase:

selecting, by the computing device, the first service for the customer to purchase;

providing an indication to the customer of the selected first service;

determining that the customer purchased the selected first service; and

providing a benefit to the customer.

112. (Previously Presented) A method comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of services, the indication including a binding agreement by the customer to purchase, in exchange for a benefit, at least one service to be selected by a computing device from the plurality of services;

after receiving the indication from the customer, selecting, by a computing device, one of the plurality of services for the customer to purchase;

providing an indication to the customer of the one selected service; and  
providing a benefit.

113. (Previously Presented) A method comprising:

receiving from a customer an indication of a set of at least two services, from which set the customer is willing to purchase one service but is not willing to purchase all of the services;

determining that the customer agrees to allow a computing device, instead of the customer, to select the one service from the set for the customer to purchase;

providing the benefit to the customer; and

after determining that the customer agrees to allow the computing device to select, and after receiving the indication of the set from which the customer is willing to purchase one but not all of the services:

selecting, by the computing device, one but not all of the services of the set for the customer to purchase.

114. (Previously presented) A method, comprising:

determining a product category comprising a plurality of products, each product of the plurality of products being associated with a specific brand;

receiving an indication, from a customer, of a brand indifference of the customer, wherein the brand indifference is associated with a willingness of the customer to allow a controller to select any one product from the plurality of products for the customer to purchase, irrespective of the specific brand of the any one selected product;

selecting, for the customer and after the receiving, one of the products of the plurality of products;

revealing, to the customer, the selected product and the specific brand associated with the selected product; and

rewarding the customer for the customer's brand indifference by providing a benefit to the customer.

115. (New) A method, comprising:

receiving, from a customer, an indication of a type of product that the customer is willing to purchase from any one of a first retailer and a second retailer;

selecting, for the customer via a computing device, a specific product of the type of product that is offered for sale by one of the first retailer and the second retailer;

providing, to the customer, an indication of the selected product and the associated one of the first retailer and the second retailer;

determining, after the providing, that the selected product is purchased by the customer from the associated one of the first retailer and the second retailer; and

arranging, based on the determining that the selected product is purchased at the associated one of the first retailer and the second retailer, to provide a benefit to the customer.

116. (New) A method, comprising:

displaying a list of available products to a customer;

receiving an indication of a subset of the list of available products, the indication defining the subset as a customer-defined product category;

storing an indication of the customer-defined product category; and

selecting, by a controller and for the customer, one or more of the subset of available products from the customer-defined product category;

providing an indication, to the customer, of the one or more selected products;

determining, after the providing, that the customer has purchased one of the one or more selected products; and

providing, based on the determining that the customer has purchased one of the one or more selected products, a benefit to the customer.

117. (New) The method of claim 116, wherein the receipt of the indication of the subset of the list of available products comprises a binding offer, by the customer, to purchase any one of the products from the customer-defined product category that the controller chooses, in the case that the customer provides an indication that a purchase within the category is desired.

118. (New) The method of claim 116, wherein the indication of the subset of the list of available products defining the customer-defined product category includes an indication of a customer-defined name for the customer-defined product category.